



The “Breast” presentation of the day



FY12-15 DHS Breastfeeding Hotline Review



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Bureau of Nutrition and Physical Activity

Hotline Overview



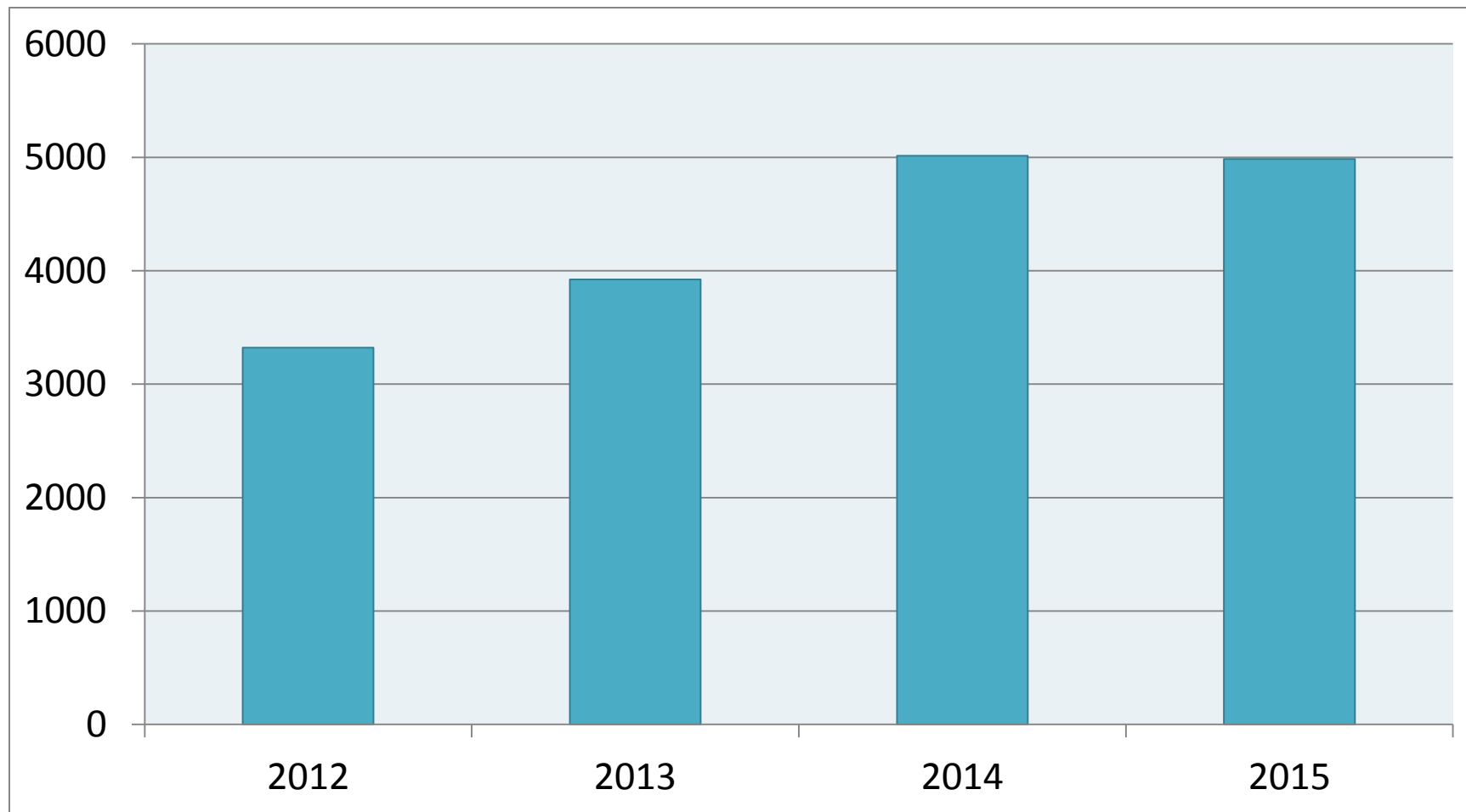
- 24 Hours a day
- Staffing
 - Business Hours
 - Basic
 - Advanced
 - Non-Business Hours
- Funding
 - WIC
 - Title V
 - Strong Families AZ

Call Volume: 2015

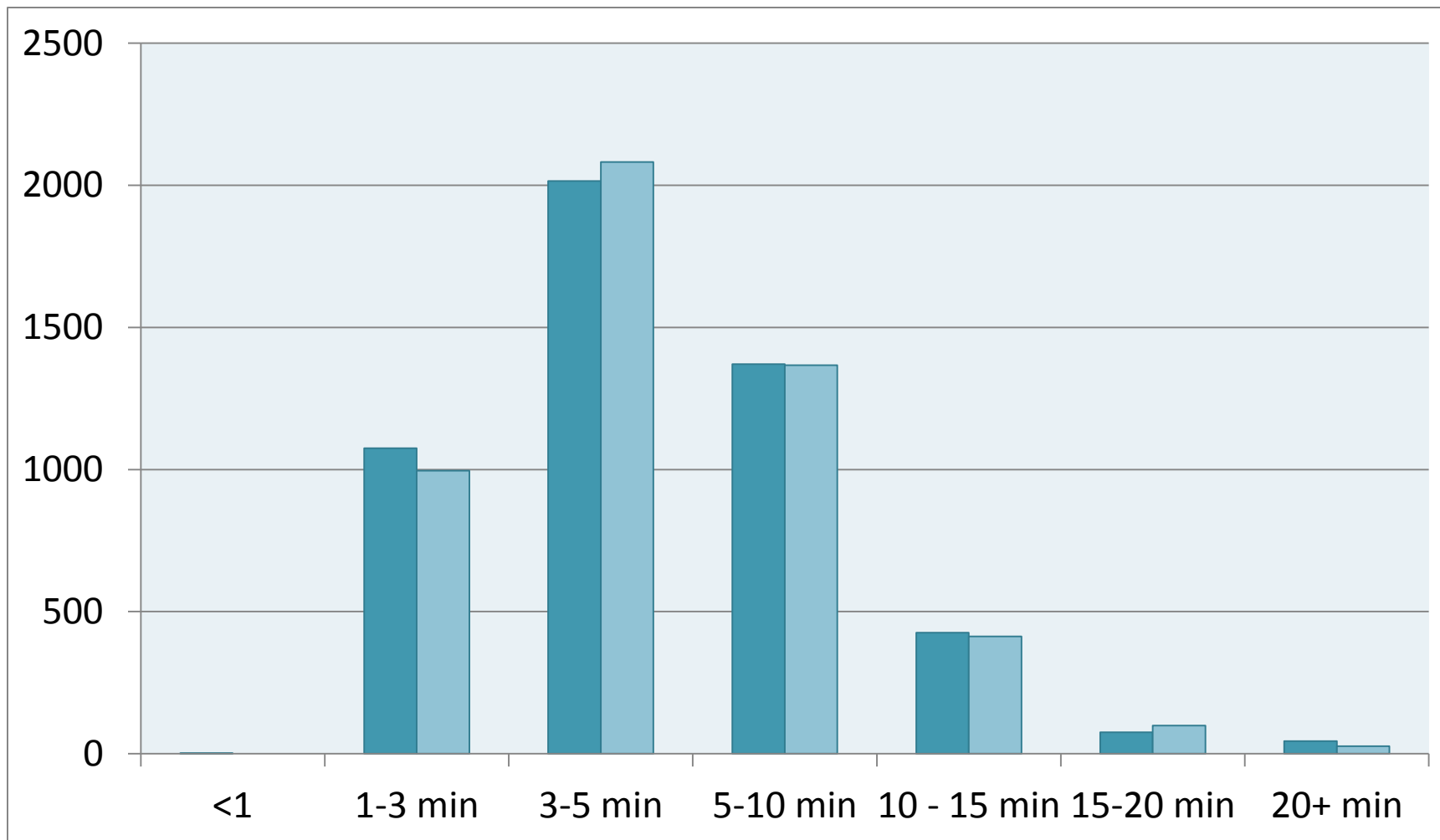
- 4984 calls
- Average Number of Calls: 415 per month
- Highest
 - October 466
 - September 451
- Lowest
 - May 397
 - June 394



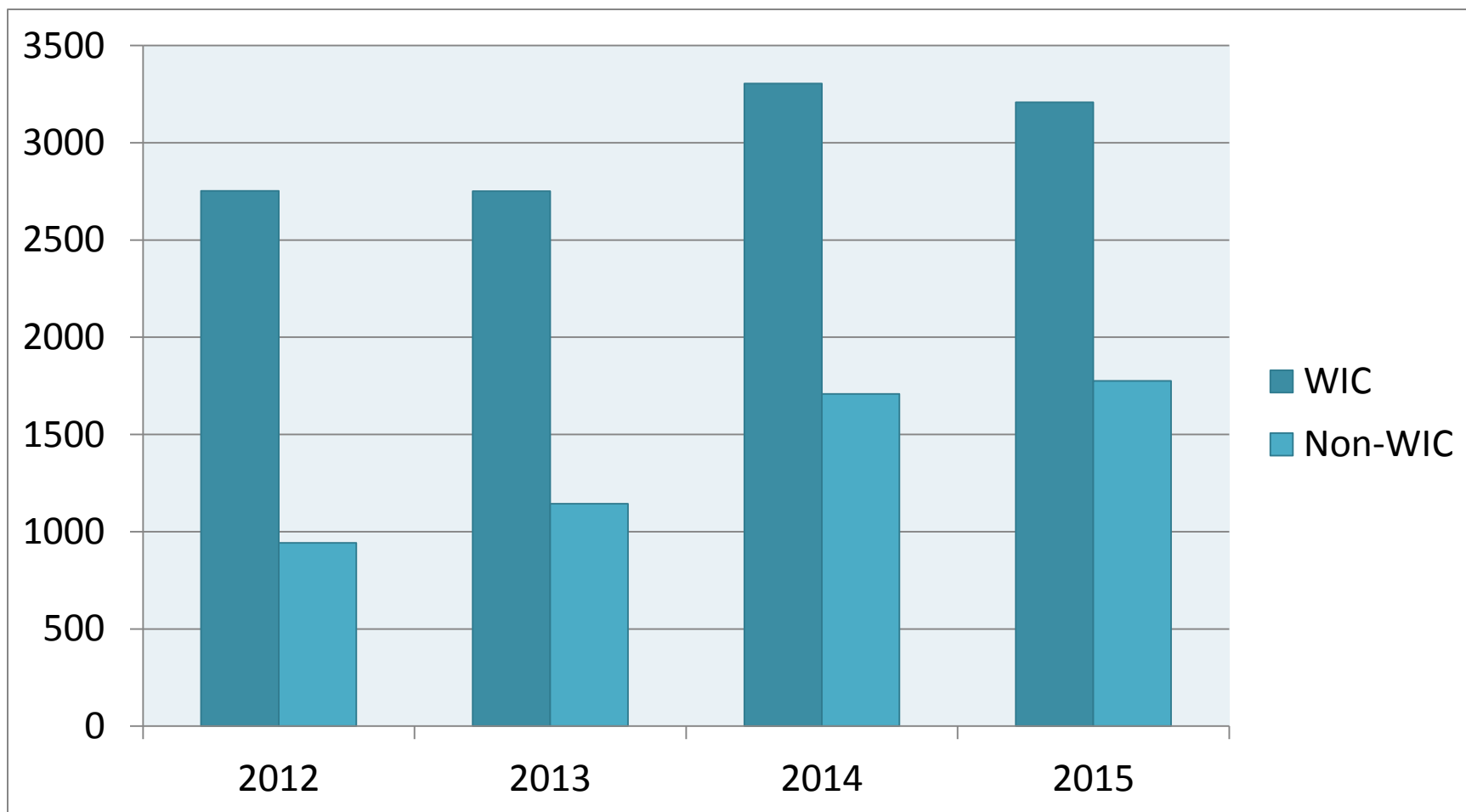
Call Volume 2012-15



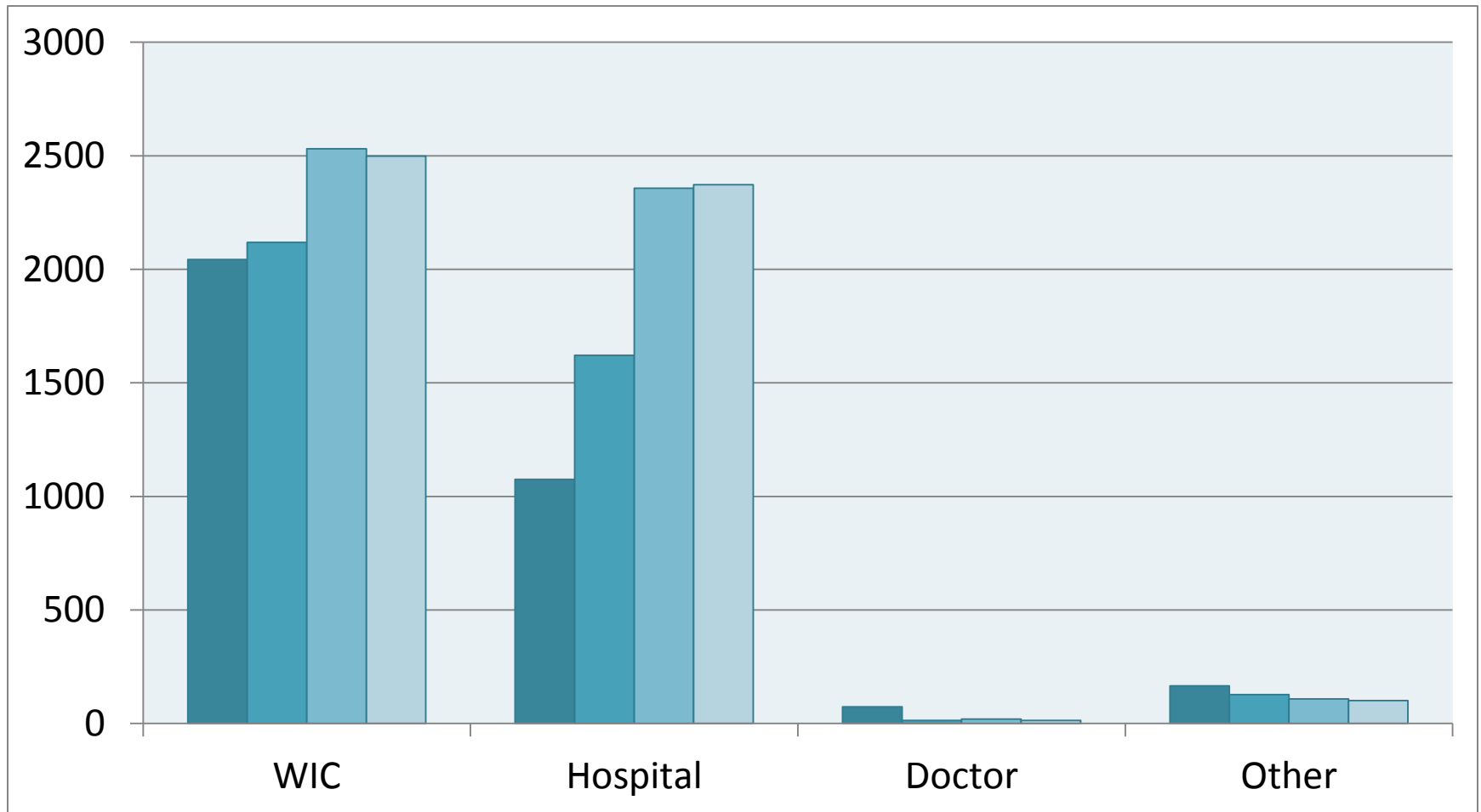
Call Duration 2014-15



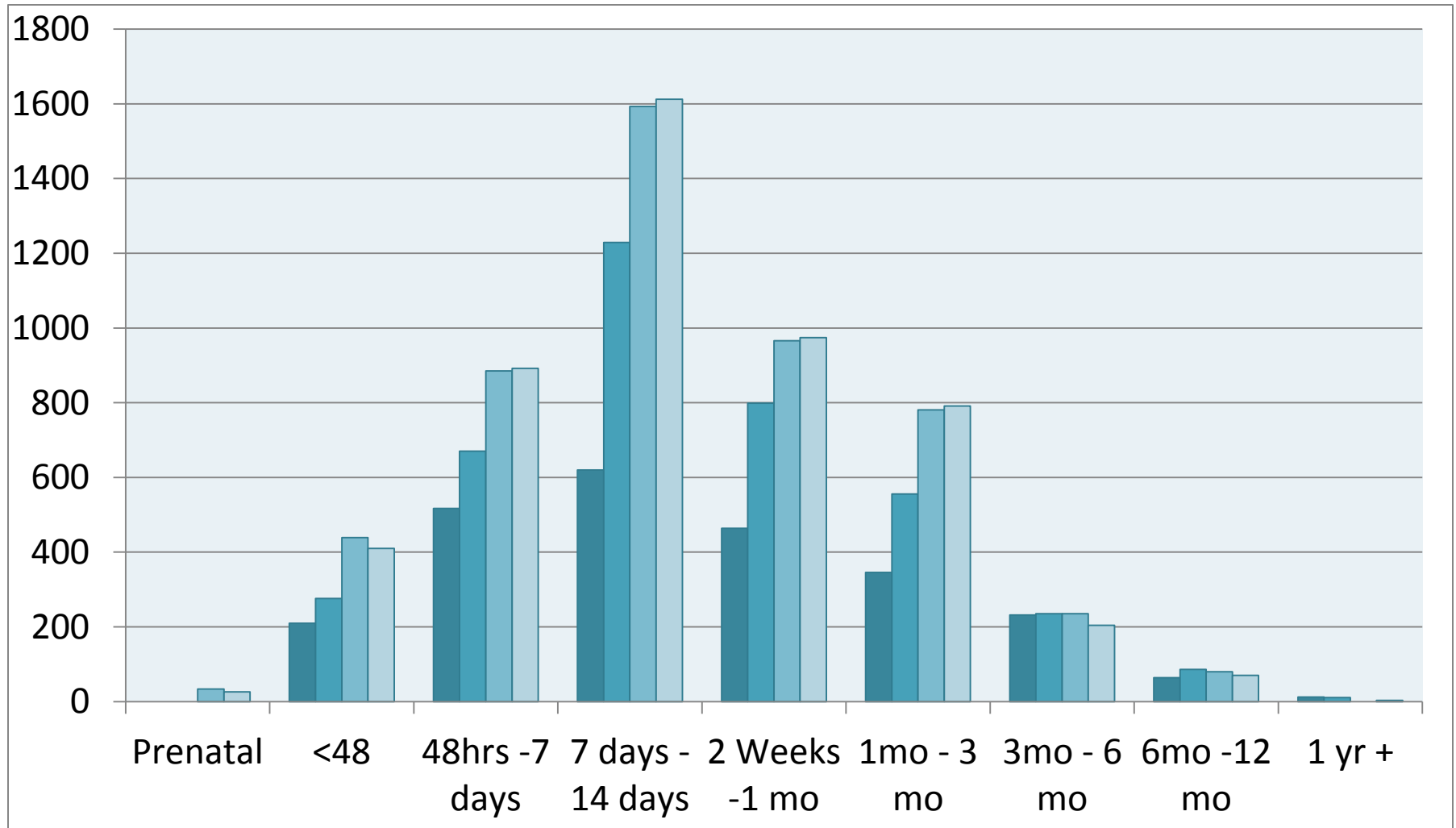
WIC Participation



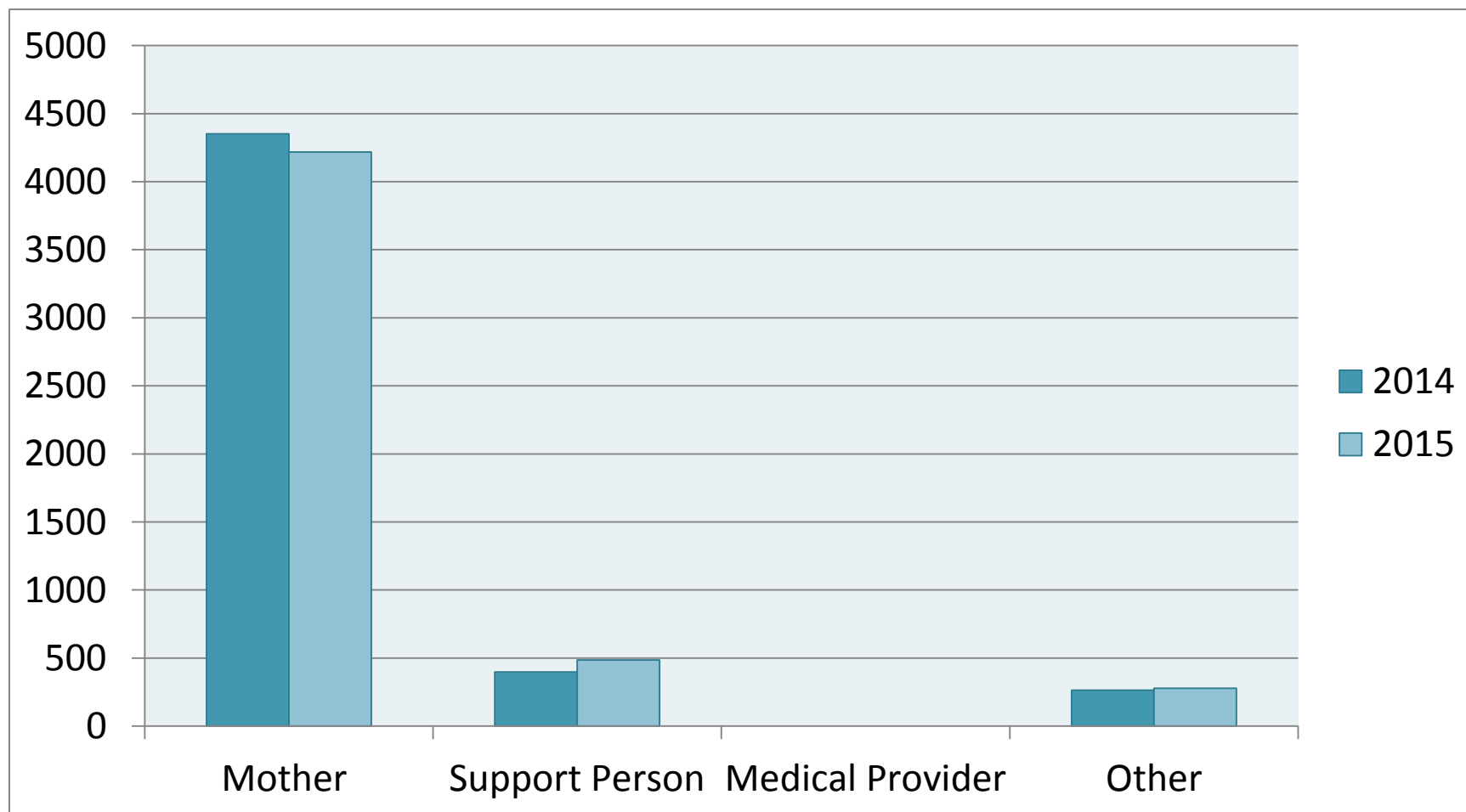
Referred By 2012-15



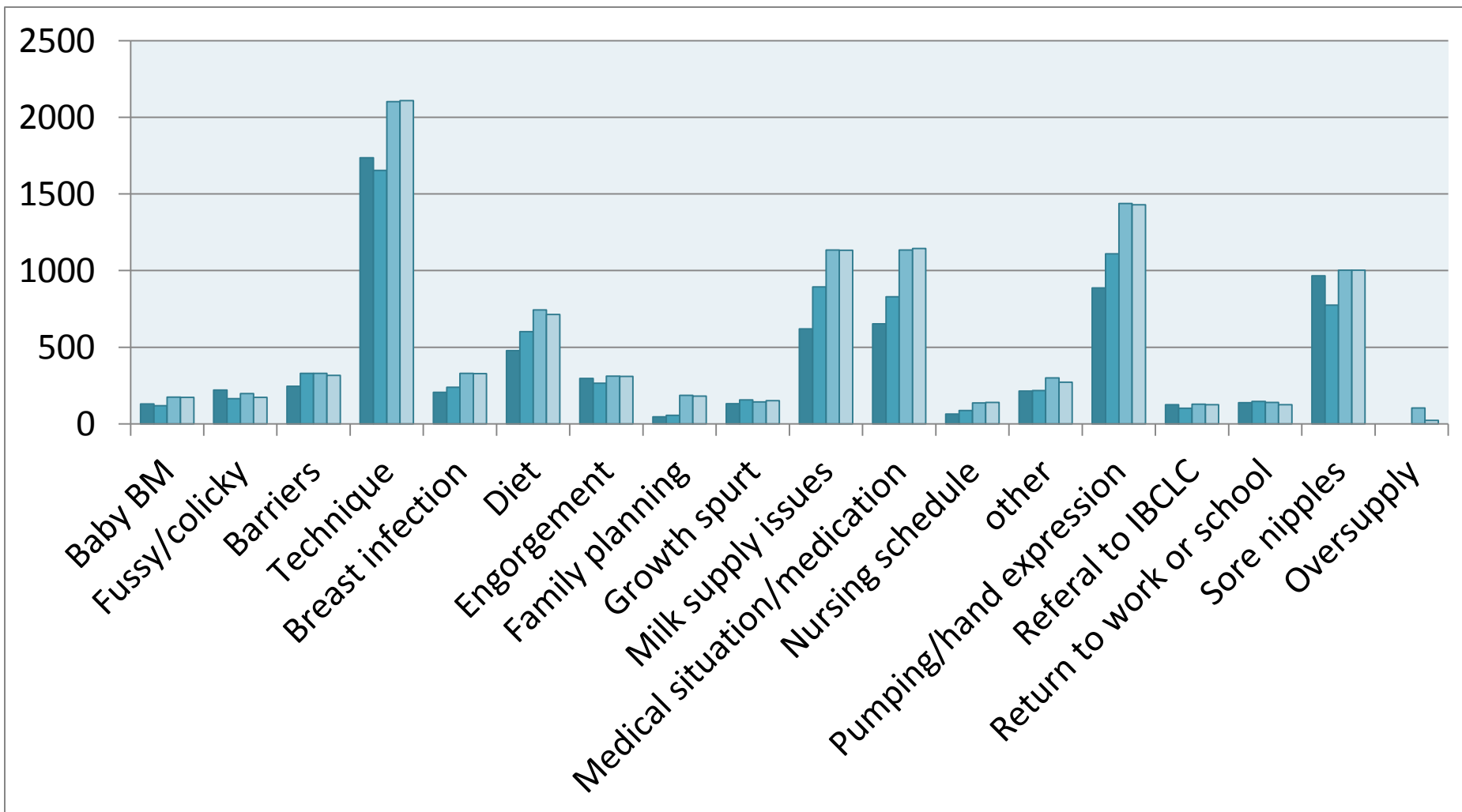
Age of the Infant 2012-15



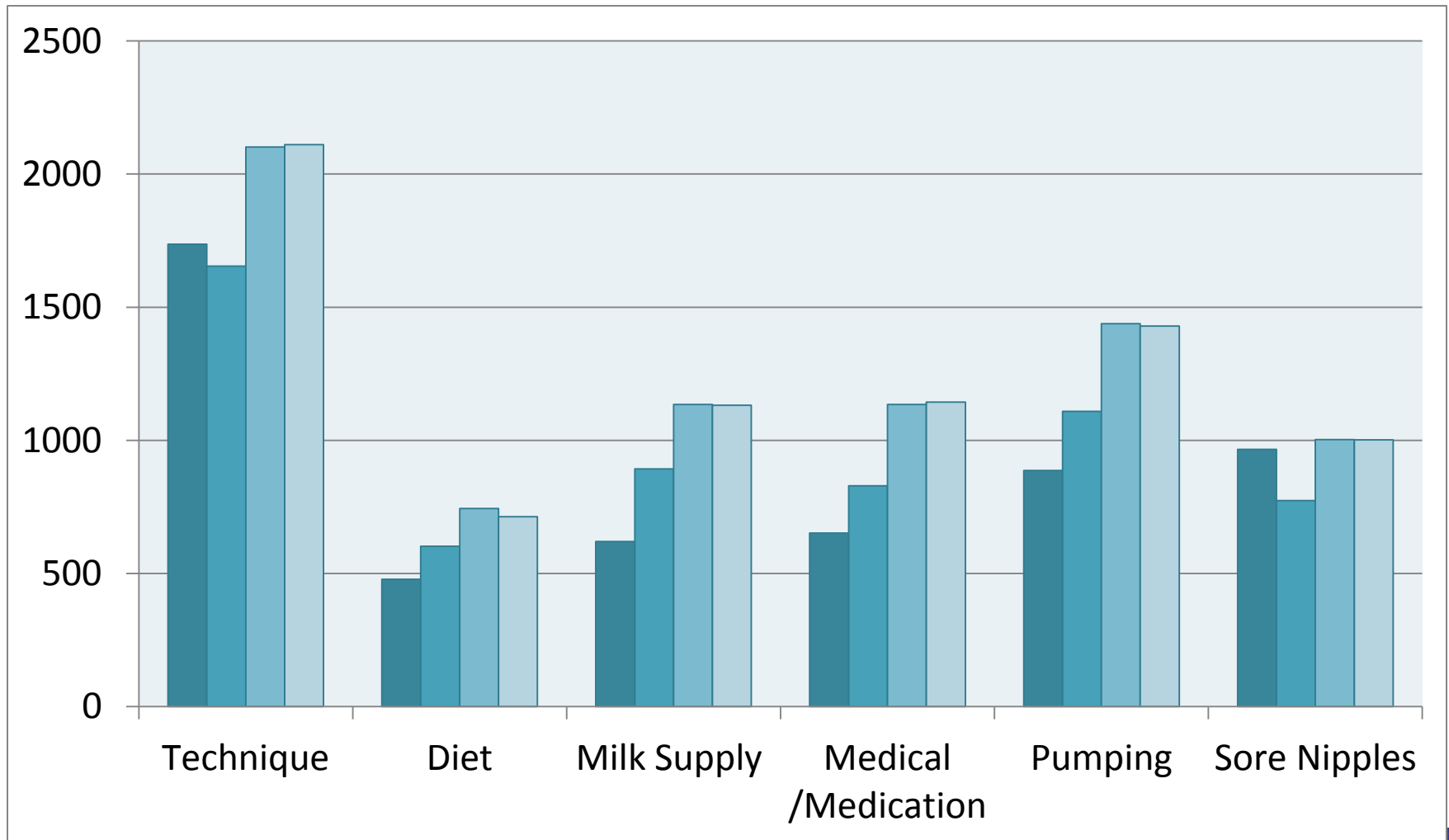
Relationship to Infant



Call Reason 2012-15



Most Calls 2012-15



Next Steps



- Nutrition and Breastfeeding Workgroup
 - Poster
 - Materials
- Staff Education
- Other Ideas

Other Opportunities: Webinars

Third Wednesday of the Month: 9:00 – 10:00 am

Register/Recorded link at:

<https://azdhs.ilinc.com/public/BNPA>

November 18: Stopping the Breastfeeding Spin:
Using mindful practices to support your own being
while continuing the mission.



Health and Wellness for all Arizonans

Other Opportunities: LATCH-AZ

Dates/Locations

- January 14: Tucson/Streaming
- January 15: Phoenix

Speaker

- Kathleen Kendall Tackett

Topics

- Breastfeeding and Depression
- Birth-Related PTSD
- Breastfeeding and Sleep Training
- Breastfeeding and ACEs

Registration:

<https://www.surveymonkey.com/r/LATCH-AZ0116>



Questions?



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